

Purpose

Working with the media can be an exciting and challenging experience. Regardless of their position in the Department, any Utah Department of Transportation (UDOT) employee who speaks to the media is viewed as the spokesperson for all of us. Media often will contact random department employees until they find someone who will talk to them.

This policy clarifies responsibilities within the Utah Department of Transportation for media relations and to provide guidance for all UDOT employees regarding media interaction. While a wide variety of employees may be asked to provide expert information for specific media needs, the Community Relations department is responsible for all media relations and all interaction with the media must be coordinated through them.

Policy

The “Working with the Media, UDOT’s Media Guideline” will be used by all Utah Department of Transportation employees in dealing with the media. This Guideline is meant to provide you with directions, resources, and tools for your use when you are contacted by members of the media or are asked by Community Relations to talk to the media.